

LEO BURNETT COMPANY, Inc.

Ad No. 218 (Gold or Silver with new headline) -- Reg. No. 79221-1 pg. 4-C (Black) -- Fig. 111g in -- National Magazine, 1971 -- (B)
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**It works like a cigarette
holder works.**

The tip of a Parliament works
like a cigarette holder works.

It has a sturdy outer shell that
keeps the filter tucked back from
your lips. Neatly recessed.

So you never taste filter,
just good clean Parliament flavor.

The Parliament holder.

It really shines.

King-Size and Charcoal too's.



King: 16 mg. "tar", 1.1 mg. nicotine av. per cigarette, FTC Report Nov. '78

